



OCTOBER 6-8, 2026 | CHICAGO

PALMER HOUSE

YES AND...
THE POWER OF POSSIBILITY

Context Is the Whole Game

Marty Cattaneo

Global Food Program Manager
Intel Corporation

#SHFMNC



It Said No.

THEN

I asked AI to build a deck in my company's template.

THE ANSWER

It couldn't. I lost a week finding that out.

NOW

This deck. Built entirely with AI. In this template.

Two Kinds of Engineering



PROMPT ENGINEERING - ANSWERS

How you word the question.

Asking a stranger something, very precisely.

CONTEXT ENGINEERING - COLLABORATION

What it already knows before you ask.

Onboarding a new hire - then being able to ask them anything!

What's Context?

1

SCOPE

What I own globally — and what I don't.

2

ORG STRUCTURE

Where I sit, who I report to, who my key stakeholders are.

3

HOW DECISIONS ARE MADE

Decision making structure and approval process.

4

SUPPLIERS

List out all suppliers globally and their high level details.

5

CONSTRAINTS

What are my biggest challenges?
For me personally — no budget authority, I must influence to move work forward.

6

ITERATE

Constantly update and refine these points.

One Prompt, Generalized

WHAT I SENT

“Here is the overview of my organization. I am the global program manager for our dining operations across every site worldwide. I am charged with driving global strategy and bringing cohesion to a historically siloed program. I sit in the workplace services organization...”

400 to 4000 words....No questions asked.



The Payoff

“Build me a spreadsheet of every site — the site lead, the regional director, and the dining supplier. Assume I'm sharing it with my VP.”

I didn't re-explain a single reporting line. It already knew them.

[half a day] → [ten minutes]

Two Questions, Every Week

1 “What can you do now that you couldn't a month ago?”

These tools ship constantly. Nobody sends you a memo.

At enterprise scale, features unlock in waves — what isn't there today may arrive next tomorrow or next quarter.

2 “What can't you do? What can't you reach?”

Which folders and channels are off-limits. Which formats it still can't produce. Then test it — it's can be an unreliable narrator about its own limits.

Monday Morning

- 1 Write your onboarding doc. One page: scope, org, constraints, rhythm. This is the start, continue to iterate on it over time.
- 2 Ask what it can't do before you ask it to do anything.
- 3 Book fifteen minutes a week to ask what changed and you can leverage the changes in your daily work.

A decorative border in gold and blue patterns surrounds the text. The border features intricate designs, including fan-like motifs in the corners and repeating geometric patterns along the sides.

Stop writing prompts.
Start writing context.